

Understanding the Green/ Clean Economy

California Workforce Investment Board
Green Collar Jobs Council
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What are “green” jobs or industries?

- Defining and counting “green” is a challenge facing labor market information programs across the nation
 - “Green” and “clean” cut across the economy—in many cases, it means new materials, methods, products and services used by existing industries and occupations
 - Products and services; both supply and demand
 - Increasing need to know how many green jobs we have...and will have
 - We are trying to “get our arms around” this
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What is LMID doing/planning?

■ Collaborating

- ❑ with research partners—a dozen states, many state and local agencies—to review existing research and identify information gaps
- ❑ with state and local partners to define workforce needs and support workforce development
- ❑ with control entities and utilities responsible for bringing about climate change

■ Sharing Information—Web portal

■ Collecting Data—Several states are conducting surveys—or planning to do so—California is one of them

■ Publishing Career Research to support workforce development and recruitment

Web portal for information sharing

- See our “green Web page” at <http://www.labormarketinfo.edd.ca.gov/?pageid=1032>
 - Facilitates information sharing for our partners in the state and the nation
 - Provides an index to the digests of “green” reports and studies—links to 80+ international research studies—and brief summaries of each—goal is to create a searchable database
 - Describes green job activities by state
 - Links to relevant legislation—enacted or proposed
 - Content continues to grow
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Learn from others and move forward

- Generated three lists from the 80+ reports in the Index of Green Digests. See the Analysis section on the web page.
 - ❑ Definition of "green" used in each report
 - ❑ Occupations identified in each report
 - ❑ Industries identified in each report
 - Developed and coded “consensus lists” of industries and occupations
 - Developed a California working definition of “green”
 - Reality checked our definition against the consensus lists.
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Our working definition of “Green”

Generating renewable energy

Recycling existing materials

Energy efficient product manufacturing and installation

Education, compliance, and awareness—communicating how one can lessen one’s impact on the environment

Natural and sustainable product manufacturing

Survey plans

- Partnering on design with other agencies including ARB and CEC, as well as our Green workforce partners—Economic Strategy Panel, CWIB, Employment Training Panel, Community Colleges
- Spring 2009 survey of 50,000 businesses—stratified by industry, size, and county
- Interested in the “value chain” – both supply and demand
- Information on green job counts, work practices, skill needs, perceived barriers and benefits
- Asking businesses if they employ workers in 30+ green occupations we have identified as “emerging” for subsequent career research—in depth examination of skills and workforce development needs

Issues remaining...

- Coordinating with the community of interest
 - Optimizing shared resources and staffing for timely survey completion
 - Analyzing data and publishing results
 - Following up with in-depth research on emerging occupations to support workforce development
 - Participating in emerging national research efforts
 - To be continued...
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